

Winter season tourism trends 2011-2012

In the 2011-12 winter season¹, compared with the same period in 2010-11, tourism recorded positive growth rates in most of the EU and EFTA countries where data is available. This trend is confirmed both by the number of nights spent in hotels and similar establishments, and by the net occupancy rates of bed-places in these establishments.

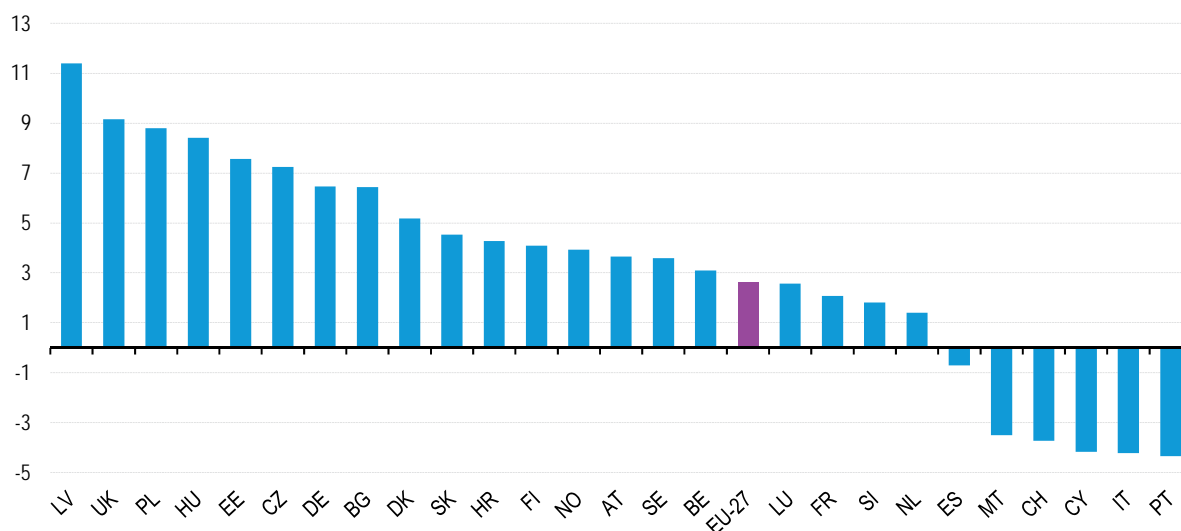
Comparing the monthly figures for the 2011-2012 winter season with the same period of the previous year, 14.5 million more nights (+2.6 %) were spent in hotels and similar establishments in the European Union.

The highest increase was observed in Latvia (+11.4 %), while a decline was reported by Portugal (-4.3 %), Italy (-4.2 %), Cyprus (-4.2 %), Malta (-3.5 %) and Spain (-0.7 %).

Almost three-quarters of the total nights in hotels and similar establishments in the EU-27 were spent in five countries: Germany (17.5 %), Spain (16.3 %), France (14.3 %), Italy (13.5 %) and the United Kingdom (12.2 %).

The most popular destinations for tourists travelling outside their own country during the winter season 2011-2012 were Spain, Italy and Austria, together accounting for nearly half of all nights spent by non-residents in the EU-27.

Figure 1: Change in number of nights spent in hotels and similar establishments, non-residents and residents, November 2011 - April 2012 compared with November 2010 - April 2011 (%)



Note: EU-27 aggregate not including Ireland, Greece, Lithuania and Romania, due to incomplete or not comparable data.

Source: Eurostat (online data code: [tour_occ_nim](#))

¹ The winter season runs from November to April of the following year. For example, the 2011-2012 winter season ran from November 2011 to April 2012.

Residents and non-residents contributed equally to the increase of nights spent in hotels and similar establishments in the European Union

With the exception of Malta, Cyprus and Italy, the number of nights spent by non-residents (tourists travelling outside their own country) increased in the EU-27 Member States in the winter season 2011-2012.

The highest share of non-residents was recorded in Malta, Luxembourg and Cyprus (93.2 %, 92.6 % and 90.0 % respectively), while it was particularly low in Sweden (20.3 %), Romania (21.0 %) and Germany (22.0 %).

In terms of nights spent by residents (people travelling inside their own country) in hotels and similar establishments, domestic tourism increased during the 2011-2012 winter season in most Member States, with the exception of Luxembourg (-19.4 %), Portugal (-12.1 %), Cyprus (-9.5 %), Italy (-7.8 %), Spain (-3.2 %) and Slovenia (-1.8 %).

Table 1: Nights spent in hotels and similar establishments, non-residents and residents, November 2011 - April 2012 compared with November 2010 - April 2011

	Winter season 2011-2012				Winter season 2010-2011				2011-12 / 2010-11 change		
	of which:				of which:				of which:		
	Total (1 000)	Non- residents (1 000)	Residents (1 000)	Non- residents (% of total)	Total (1 000)	Non- residents (1 000)	Residents (1 000)	Non- residents (% of total)	Total (%)	Non- residents (%)	Residents (%)
EU-27⁽¹⁾	571 852	246 985	324 867	43.2	557 344	237 735	319 609	42.7	2.6	3.9	1.6
BE	7 777	5 005	2 772	64.4	7 544	4 836	2 707	64.1	3.1	3.5	2.4
BG	3 166	1 303	1 863	41.2	2 974	1 294	1 681	43.5	6.4	0.7	10.8
CZ	11 971	7 795	4 176	65.1	11 162	7 223	3 939	64.7	7.2	7.9	6.0
DK⁽²⁾	4 522	1 855	2 666	41.0	4 299	1 730	2 569	40.2	5.2	7.2	3.8
DE	100 310	22 099	78 211	22.0	94 213	20 305	73 908	21.6	6.5	8.8	5.8
EE	1 844	1 308	536	70.9	1 714	1 208	506	70.5	7.6	8.3	5.9
IE	:	:	:	:	:	:	:	:	:	:	:
EL	:	:	:	:	8 409	3 274	5 135	38.9	:	:	:
ES	93 426	52 968	40 458	56.7	94 092	52 288	41 804	55.6	-0.7	1.3	-3.2
FR	81 542	24 216	57 325	29.7	79 885	23 339	56 547	29.2	2.1	3.8	1.4
IT	77 367	37 190	40 177	48.1	80 780	37 222	43 558	46.1	-4.2	-0.1	-7.8
CY	3 050	2 745	305	90.0	3 182	2 846	337	89.4	-4.2	-3.5	-9.5
LV	1 103	781	322	70.8	990	686	304	69.3	11.4	13.8	6.0
LT⁽³⁾	1 167	673	493	57.7	1 002	589	413	58.8	:	:	:
LU⁽²⁾	408	378	30	92.6	398	360	38	90.6	2.6	4.9	-19.4
HU	6 580	3 550	3 029	54.0	6 069	3 093	2 976	51.0	8.4	14.8	1.8
MT	2 561	2 385	175	93.2	2 654	2 486	167	93.7	-3.5	-4.1	4.8
NL	14 781	7 089	7 691	48.0	14 577	6 913	7 664	47.4	1.4	2.6	0.4
AT	41 636	31 068	10 569	74.6	40 168	30 002	10 167	74.7	3.7	3.6	4.0
PL	12 634	3 308	9 326	26.2	11 611	2 953	8 658	25.4	8.8	12.0	7.7
PT	12 759	8 442	4 316	66.2	13 338	8 427	4 911	63.2	-4.3	0.2	-12.1
RO⁽³⁾	5 313	1 114	4 200	21.0	5 265	1 055	4 210	20.0	:	:	:
SI	2 445	1 450	995	59.3	2 402	1 389	1 013	57.8	1.8	4.4	-1.8
SK	2 971	1 316	1 655	44.3	2 842	1 256	1 587	44.2	4.5	4.8	4.3
FI	7 551	2 375	5 176	31.5	7 254	2 152	5 102	29.7	4.1	10.4	1.5
SE	11 671	2 370	9 301	20.3	11 267	2 186	9 081	19.4	3.6	8.4	2.4
UK	69 779	25 988	43 791	37.2	63 929	23 542	40 387	36.8	9.2	10.4	8.4
IS	:	:	:	:	566	413	153	73.0	:	:	:
LI	:	:	:	:	55	54	1	97.6	:	:	:
NO	7 984	1 618	6 366	20.3	7 682	1 527	6 155	19.9	3.9	6.0	3.4
CH	15 246	8 152	7 094	53.5	15 838	8 753	7 085	55.3	-3.7	-6.9	0.1
HR	2 658	1 908	751	71.8	2 549	1 788	762	70.1	4.3	6.7	-1.4

⁽¹⁾ EU-27 aggregate not including Ireland, Greece, Lithuania and Romania, due to incomplete or not comparable data.

⁽²⁾ DK and LU: estimated figures.

⁽³⁾ LT and RO: due to change in methodology 2012 data is not comparable with 2011.

Source: Eurostat (online data code: [tour_occ_nim](#))

Net occupancy rates of bed places highest in Austria

Compared with the same months of the previous year, net occupancy rates of bed places in the European Union increased by 0.3 percentage points during the 2011-2012 winter season. These rates ranged from 9.7 % in Luxembourg (December) to 63.5 % in Austria (February).

In most of the countries April (Easter) was the month with the highest occupancy rates. Austria, Malta, the Netherlands and Spain reached net occupancy rates of bed places of more than 50 % in the peak month, while in Luxembourg, Bulgaria, Romania, Slovakia and Lithuania the corresponding rates were less than 30 %.

Table 2: Net occupancy rates of bed places in hotels and similar establishments, November 2011 – April 2012 compared with November 2010 – April 2011

	Winter season 2011-2012 (%)							Winter season 2010-2011 (%)							2011-2012 - 2010-2011 change (percentage points)						
	Nov	Dec	Jan	Feb	Mar	Apr	Entire season	Nov	Dec	Jan	Feb	Mar	Apr	Entire season	Nov	Dec	Jan	Feb	Mar	Apr	Entire season
EU-27⁽¹⁾	34.1	32.5	31.7	35.8	37.2	40.6	35.4	33.4	31.5	31.3	35.7	37.2	41.2	35.1	0.7	1.0	0.5	0.1	0.0	-0.5	0.3
BE	35.9	34.4	27.4	31.2	35.2	42.4	34.5	35.5	34.3	25.9	31.4	34.5	40.7	33.8	0.4	0.1	1.6	-0.3	0.7	1.7	0.6
BG⁽²⁾	17.2	17.2	22.1	20.6	19.3	19.6	19.3	15.2	15.2	17.0	17.0	17.0	17.2	16.4	2.0	2.0	5.1	3.6	2.3	2.4	2.9
CZ	30.3	28.1	27.2	29.1	31.7	34.3	30.2	29.7	26.3	25.3	28.8	30.4	37.8	29.7	0.6	1.8	1.9	0.3	1.3	-3.5	0.5
DK	36.0	27.0	24.0	27.0	32.0	36.0	30.4	37.0	28.0	23.0	28.0	31.0	35.0	30.3	-1.0	-1.0	1.0	-1.0	1.0	1.0	0.1
DE	33.9	30.8	27.7	31.8	34.3	38.1	32.8	32.6	29.6	26.3	30.3	32.2	36.4	31.3	1.3	1.2	1.4	1.5	2.1	1.7	1.5
EE	38.0	39.0	33.0	32.0	37.0	43.0	37.0	35.0	35.0	33.0	32.0	33.0	42.0	35.0	3.0	4.0	0.0	0.0	4.0	1.0	2.0
IE	37.0	31.0	:	:	:	:	:	32.0	32.0	25.0	34.0	35.0	44.0	31.9	5.0	-1.0	:	:	:	:	:
EL	22.8	24.4	:	:	:	:	:	21.0	22.7	23.3	24.5	28.6	27.9	25.1	1.8	1.7	:	:	:	:	:
ES	42.5	38.1	37.4	42.2	44.9	50.6	43.0	42.0	37.4	36.3	43.5	46.3	53.0	43.6	0.5	0.7	1.1	-1.3	-1.4	-2.4	-0.6
FR	39.8	40.4	36.3	39.6	43.2	47.5	41.3	38.2	39.2	36.1	39.8	42.6	48.5	40.9	1.6	1.2	0.2	-0.2	0.6	-1.0	0.4
IT	22.8	24.5	26.7	29.0	29.8	32.7	27.8	25.1	24.6	28.4	29.5	31.8	35.2	29.4	-2.3	-0.1	-1.7	-0.5	-2.0	-2.5	-1.6
CY	41.7	29.1	27.3	36.8	39.3	46.4	37.7	41.8	28.2	27.7	35.9	43.8	50.8	39.2	-0.1	0.9	-0.4	0.9	-4.5	-4.4	-1.6
LV	24.1	22.9	27.7	23.3	26.3	32.3	25.9	19.1	18.5	20.5	19.0	19.8	26.3	20.5	5.0	4.4	7.2	4.3	6.5	6.0	5.4
LT⁽⁴⁾	29.1	27.0	26.5	23.2	27.3	29.2	27.1	25.1	21.9	22.6	22.3	26.3	28.3	24.4	:	:	:	:	:	:	:
LU⁽³⁾	11.3	9.7	15.1	17.1	17.4	20.8	15.2	20.7	13.9	14.9	18.2	18.4	21.0	17.8	-9.4	-4.3	0.2	-1.1	-1.0	-0.2	-2.6
HU	32.0	33.7	21.3	21.6	26.4	32.2	27.5	28.3	23.2	20.3	23.2	26.9	31.0	25.5	3.7	10.5	1.0	-1.6	-0.5	1.2	2.0
MT	39.3	28.3	29.3	37.2	43.2	57.8	39.0	38.9	28.4	28.7	38.3	45.5	55.6	39.1	0.4	-0.1	0.6	-1.1	-2.3	2.2	-0.2
NL	41.1	35.4	31.6	34.7	39.6	52.1	39.1	40.5	35.1	31.2	35.5	39.0	51.2	38.8	0.6	0.3	0.4	-0.8	0.5	0.9	0.3
AT	25.5	38.0	54.7	63.5	47.1	33.2	44.4	22.9	40.1	54.2	59.5	49.4	29.9	43.3	2.6	-2.1	0.5	4.0	-2.3	3.3	1.2
PL	29.7	24.9	26.3	27.9	29.5	31.2	28.2	28.4	24.0	24.8	28.4	28.9	30.0	27.4	1.4	0.9	1.5	-0.5	0.6	1.2	0.9
PT	24.5	21.3	20.4	25.7	27.9	38.6	26.6	25.9	22.4	20.5	26.0	31.7	41.8	28.2	-1.4	-1.1	-0.1	-0.3	-3.8	-3.2	-1.6
RO⁽⁴⁾	26.8	20.1	17.1	15.9	19.3	20.5	20.2	25.7	19.0	19.0	19.5	19.9	20.9	20.8	:	:	:	:	:	:	:
SI	32.6	30.0	37.8	36.9	36.3	40.2	35.6	30.0	29.6	36.5	38.2	34.8	39.8	34.8	2.6	0.4	1.3	-1.3	1.5	0.4	0.8
SK	23.0	20.0	23.4	28.7	24.4	22.7	23.7	21.5	18.5	22.0	27.0	25.0	23.0	22.8	1.5	1.5	1.4	1.7	-0.6	-0.3	0.9
FI	35.2	34.9	36.2	39.3	42.7	35.7	37.4	34.8	33.9	35.0	37.9	41.2	36.3	36.5	0.4	1.0	1.2	1.4	1.5	-0.6	0.8
SE	35.7	28.9	23.8	29.0	34.2	32.3	30.5	34.8	28.8	27.7	31.8	32.7	32.4	31.4	0.9	0.1	-3.9	-2.8	1.5	-0.1	-0.9
UK	44.0	39.0	33.4	39.6	43.6	48.0	41.5	41.0	36.0	32.0	40.0	41.0	49.0	40.1	3.0	3.0	1.4	-0.4	2.6	-1.0	1.3
IS	22.9	20.6	:	:	:	:	:	21.7	17.4	16.1	25.3	26.7	31.9	23.4	1.2	3.2	:	:	:	:	:
LI	22.3	20.2	:	:	:	:	:	21.9	23.0	33.3	36.3	35.6	19.4	28.5	0.4	-2.8	:	:	:	:	:
NO	32.4	25.2	28.0	34.2	34.2	28.3	30.5	31.2	25.2	26.7	33.7	34.7	29.1	30.2	1.2	0.0	1.3	0.5	-0.5	-0.8	0.3
CH	32.8	33.6	37.4	43.3	39.6	34.7	37.2	33.0	35.8	39.3	44.4	43.6	36.1	39.0	-0.2	-2.2	-1.9	-1.1	-4.0	-1.4	-1.9
HR	19.8	16.2	14.6	16.6	20.7	34.3	22.7	20.8	15.4	13.4	18.2	20.3	34.9	23.0	-1.0	0.8	1.2	-1.6	0.4	-0.6	-0.3

⁽¹⁾ EU-27: estimated figures based on average monthly capacities for each Member State; not including IE, EL, LT and RO (due to incomplete or not comparable data).

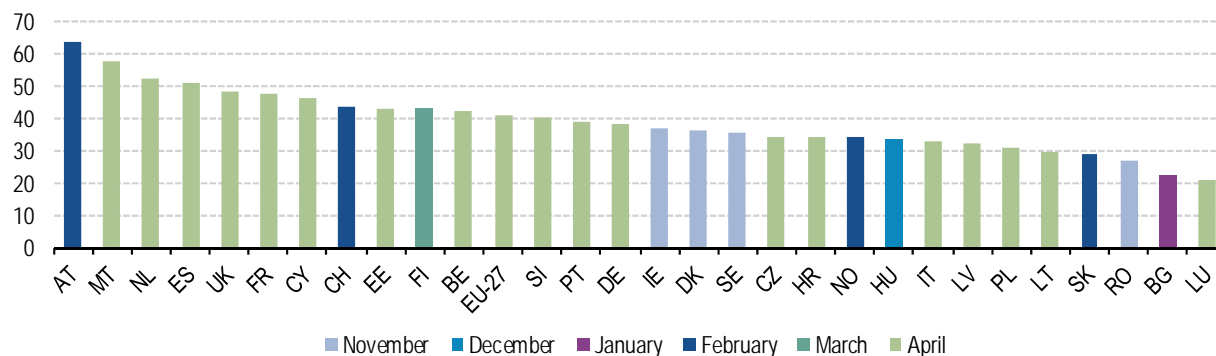
⁽²⁾ BG: 2011 figures based on quarterly data.

⁽³⁾ LU: estimated figures.

⁽⁴⁾ LT and RO: due to change in methodology 2012 data is not comparable with 2011.

Source: Eurostat (online data codes: [tour_occ_ubnet](#), [tour_occ_nim](#))

Figure 2: Net occupancy rates of bed places in hotels and similar establishments in the peak month, winter season 2011-2012 (%)



Source: Eurostat (online data code: [tour_occ_ubnet](http://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&code=tour_occ_ubnet))

Methodology

CONCEPTS AND DEFINITIONS

Net occupancy rate

The net occupancy rate of bed places in one month is obtained by dividing total overnight stays by the product of the bed places on offer and the number of days when the bed places are actually available for use (net of seasonal closures and other temporary closures for decoration, by police order, etc.) for the same group of establishments, multiplying the quotient by 100 to express the result as a percentage. Not to be confused with the bedroom occupancy rate, obtained by dividing the total number of bedrooms used during the reference period by the total number of bedrooms available for the reference period (i.e. a single person in a double room counts as 50 % bed-places occupancy but 100 % bedroom occupancy).

Hotels and similar establishments

Hotels, apartment hotels, motels, roadside inns, beach hotels and other similar establishments which provide hotel services including more than bed-making and cleaning of the room and sanitary facilities. Similar establishments are other similar types of accommodation which is let per room and has a limited number of hotel-type services, including bed-making and cleaning of rooms and sanitary facilities, on a daily basis.

Country codes

EU-27: European Union	IE: Ireland	LT: Lithuania	PT: Portugal	IS: Iceland
BG: Bulgaria	EL: Greece	LU: Luxembourg	RO: Romania	LI: Liechtenstein
BE: Belgium	ES: Spain	HU: Hungary	SI: Slovenia	NO: Norway
CZ: Czech Republic	FR: France	MT: Malta	SK: Slovakia	CH: Switzerland
DK: Denmark	IT: Italy	NL: Netherlands	FI: Finland	HR: Croatia
DE: Germany	CY: Cyprus	AT: Austria	SE: Sweden	
EE: Estonia	LV: Latvia	PL: Poland	UK: United Kingdom	

Symbols

": data unavailable or unreliable

Further information

Eurostat Website: <http://ec.europa.eu/eurostat>

Data on 'Tourism statistics': <http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/data/database>

Further information about 'Tourism statistics': <http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/introduction>

Journalists can contact the media support service:

Bech Building, Office A4/125, L-2920 Luxembourg

Tel.: (352) 4301 33408 Fax: (352) 4301 35349

E-mail: eurostat-mediasupport@ec.europa.eu

European Statistical Data Support:

With the members of the 'European statistical system', Eurostat has set up a network of support centres in nearly every Member State and in some EFTA countries.

Their role is to provide help and guidance to Internet users of European statistics.

Contact details for this support network can be found on the Eurostat website

at: <http://ec.europa.eu/eurostat/>.

All Eurostat publications can be ordered via the 'EU

Bookshop': <http://bookshop.europa.eu/>.

Manuscript completed on: 05.09.2012

Data extracted on: 17.08.2012

ISSN 1977-0316

Catalogue number: KS-SF-12-037-EN-C

© European Union, 2012